TRAVEL PRINTOUT

Supported by a grant from Travel Industry Association of America

Research News for the U.S. Travel Industry

U.S. Travel Data Center

October 1986 Volume 15, Number 10

Travel Outlook Forum Examines Prospects for Coming Year

So far 1986 has been an uninspiring year for travel, concluded Dr. Douglas C. Frechtling, director of the US Travel Data Center, at the 1987 Travel Outlook Forum on October 10, 1986, in Miami, Florida.

"We all had high hopes for travel in America this year because the conditions were right for a travel boom," Frechtling noted during the twelfth annual forum, co-sponsored by the US Travel Data Center and by Travel and Tourism Research Association. The Data Center is an affiliate of Travel Industry Association of America.

Continuing economic expansion, lower gasoline prices, a slowing of consumer purchases of durable goods, and stable travel prices led the industry to expect more than the 2 percent increase in U.S. residents' travel measured in the first half of 1986 over the comparable period last year.

The Data Center's National Travel Survey indicates U.S. business/convention and shorter personal trips are up, while vacation travel, representing two-thirds of Americans' trips, has leveled for this year.

Although expansion in U.S. travel is anemic this year, the travel industry is growing more rapidly than last year and faster than the rest of the economy, said Frechtling.

A brief summary of travel trends presented at the forum includes:

o Air Travel: The industry had the first increase since 1983, but low air fares will remain, said Michael Derchin, vice-president of First Boston Corporation.

o Car Rental: According to William Vervaeke, staff vice president of the Hertz Corporation, 1986 was very profitable for car rentals.

o Theme and Amusement Parks: Park visitation increased since last year, with over 45 percent of the population visiting such facilities between March and September, said John Graff, executive director of the International Association of Amusement Parks and Attractions.

The complete edited proceedings of the twelfth annual Travel Outlook Forum will be printed in the 150 page 1987 Outlook For Travel and Tourism available in December 1986. Data Center members will receive a complimentary copy. Others may obtain a copy by sending $85 (prepaid only) to the U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, D.C. 20036.##

Most 1984 and earlier Data Center publications will be out of print after January 1, 1987.

The Data Center is offering a 20 percent discount until December 15, 1986, on 1984 and earlier volumes of the National Travel Survey, Travel Outlook Forum Proceedings, Survey of State Travel Offices and other economic studies.

Ida Simmons, communications manager for the US Travel Data Center said, "This will be the last opportunity for librarians and researchers to complete their series of Data Center publications before our current holdings are placed in an archive."

Place an order by using the order forms on the last two pages of the 1986 Guide to Membership, Publications and Programs.

Additional information and order forms are available from Mary Coleman (202) 293-1040. Orders will be filled before January 1, 1987.##

Travel Prices Fall Again in August

Declining gasoline prices in August contributed to the fifth decrease in travel prices this year. Travel prices fell 0.1 percent according to the Travel Price Index (TPI) compiled monthly by the US Travel Data Center.

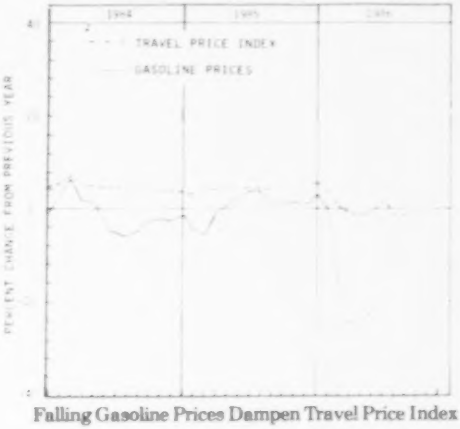
For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), rose 0.2 percent in August to 328.6 (1967=100).

The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, fell to 380.1 (1967=100) in August.

Gasoline prices declined 5.2 percent in August, the second consecutive month in which gasoline prices have fallen by more than 5 percent. Airline and intercity train fares each fell 0.2 percent in August.

Lodging prices continued to rise in August, posting a gain of 1.9 percent, a common seasonal increase for this category. The cost of incidentals grew 0.9 percent and intercity bus fares increased 0.7 percent.

Since August 1985, gasoline prices have declined 30.5 percent, triggering a 2.1 percent drop in the overall cost of travel for the same period. On the other hand, the CPI has increased 1.6 percent over the same twelve months.##



Falling Gasoline Prices Dampen Travel Price Index

Monthly and Annual Rates of Change in the Travel Price Index and Components
August 1986

TPI Component	Monthly Percent Change July 1986 to August 1986	Annual Percent Change August 1985 to August 1986
Transportation	- 1.9	-10.2
Airline Fares	- 0.2	4.5
Intercity Bus Fares	0.7	10.6
Intercity Train Fares	- 0.2	8.1
Taxicab Fares	0.4	3.2
Gasoline	- 5.2	-30.5
Lodging	1.9	3.0
Food Away From Home	0.3	3.8
Entertainment Services	0.1	5.0
Incidentals	0.9	1.6
TRAVEL PRICE INDEX	- 0.1	- 2.1
CONSUMER PRICE INDEX	0.2	1.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by an affiliate of Travel Industry Association of America, the U.S. Travel Data Center, the national non-profit center for travel and tourism research. 1899 L Street, NW, Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

Data Center Director Urges Federal Government to Conduct More Research on Travel

When Dr. Douglas C. Frechtling director of the U.S. Travel Data Center, spoke before the U.S. Senate Subcommittee on Business, Trade, and Tourism in Washington, D.C., on September 22, 1986, he emphasized strenghtening the federal role in travel and tourism data collection.

Frechtling explained that the role of the Data Center is to develop programs detailing the economic impact of travel and tourism and the course of travel markets.

Although the Data Center developed its National Travel Survey and utilized private sector sources for data collection, nothing substitutes for large scale periodic surveys by the Census Bureau.

Dr. Frechtling stressed the federal government's unique position in gathering travel related data because of its ability to promote response, maintain confidentiality, and underwrite the high cost of publicly available data.

To this end, the Data Center, the Travel Industry Association of America and other travel industry organizations have aggressively sought improvement in federal data collection programs and have actively participated in design of the Census Bureau's 1977 and 1982 National Travel Surveys.

Frechtling recommended the swift reinstitution of the quinquennial National Travel Survey and the addition of several new sources of information.##

The Travel and Tourism Government Affairs Council will host the Fifth Annual Tourism Industry Unity Dinner and Congressional Reception on February 18, 1987, at the Washington Hilton Hotel.

The dinner will highlight a week of industry activity including the U.S. Travel and Tourism Administration's annual state/city and industry days.

Proceeds from the dinner, $250 per person or $2000 per table of ten, will be used to continue the council's issue research and policy analysis.

For further information contact: Travel and Tourism Government Affairs Council, 1899 L Street NW, Washington, D.C. 20036, Jim Gaffigan (202) 293-5407.##

Visitor Volume at National Parks

Region	JUL 1986 visits*	Change from JUL 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	2,174,767	-5.0	1.8
MIDDLE ATLANTIC	5,357,635	6.4	12.1
SOUTH EAST	17,484,702	5.5	8.3
EAST NORTH CENTRAL	1,016,116	-2.8	-3.2
WEST NORTH CENTRAL	2,096,455	-.3	1.3
WEST SOUTH CENTRAL	1,362,779	1.6	4.9
MOUNTAIN	6,615,249	9.0	8.9
PACIFIC	6,875,430	16.2	9.6
TOTAL	42,983,133	6.5	8.2

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jul	$ 3,905 million	3.8	6.0	6.3
Eating and drinking places(2)	Jul	$11,802 million	0.7	7.9	6.6
Gasoline service stations(2)	Jul	$ 6,951 million	-2.7	-18.5	-10.3
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jul	66.6 percent	3.9	2.0	0.4
Real demand for commercial lodging(4)	Jul	57.8 million	1.3	7.9	3.3
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jul	23.7 billion	7.5	11.8	12.2
International revenue passenger-miles	Jul	6.6 billion	14.9	- 6.4	-11.4
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jul	45.8 billion	6.5	4.6	5.5
Rail passenger traffic(7)					
Amtrak passenger-miles	Jul	531.8 million	6.7	0.2	1.2
Travel Price Index(8)	Jul	380.3	0.2	1.6	0.7
U.S. resident travel(9)					
Total person-trips	Jun	113.1 million	13.0	0.7	2.2
Vacation person-trips	Jun	80.8 million	23.9	- 3.0	- 1.9
Total person-nights	Jun	622.1 million	38.1	0.7	0.0
Vacation person-nights	Jun	492.9 million	54.3	2.0	- 0.4
Public use of national parks(10)					
Visits	Jul	43,328,337	25.4	4.1	6.7
Overnight stays	Jul	3,135,182	38.0	- 2.4	- 0.6
Foreign arrivals in U.S.(11)					
From overseas	Jul	1,087,834	29.2	24.8	14.2
From Canada	Jul	1,452,523	67.4	- 4.6	- 0.6
From Mexico	Jul	107,369	89.6	-20.2	-18.2
U.S. citizen departures(11)					
To overseas	Jul	1,407,961	2.1	-15.4	- 8.4
To Canada	Jul	2,757,525	48.8	18.7	16.9
Domestic demand for motor gasoline(12)					
Barrels per day	Jul	7,512 thousand	4.3	7.4	2.7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 8523
WASHINGTON, D.C.

October 1986

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

Jeanne Long
Congressional Information
Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814